

APPLETON COATED SPECIALTIES

Appleton

SAMPLES



QUALITY COATED PAPERS

SPECIALTY COATED PAPERS

BARRIER

Specially formulated coatings, aqueous and solvent, prevent strike-in of adhesives and migration of plasticizers; also serve as excellent tie-coats for adhesives. Applications include pressure sensitive tape and labels.

BATTERY

A chemically reactive coating is applied to paper that is used in manufacture of dry cell batteries. Wound in contact with the zinc can, this coated paper has replaced the paste formerly used in dry cell production.

ELECTROGRAPHIC

This coated paper permits electrical transfer of an image from the original. Its primary use is with copy machines employing electrolytic principle to achieve image transfer with no impact between source and paper.

ELECTROSENSITIVE

Devised for use in high-speed, data readout systems, this paper is coated to accept electrically printed characters at speeds up to 60,000 per second. Technically designed for modern, data processing systems.

FLUORESCENT

Power of fluorescence is available in numerous colors. Paper's eye-catching, radiant hues are vivid under artificial, natural, or "black" light. Coated on one or two sides, paper is ideal for labels, posters, signs.

GUMMING

Coatings — white and colored — are especially developed for application of gum adhesives. These litho grades are available as a standard line, or can also be formulated in special colors. Ideal for special labels.

MASKING

Special, plastic, double-coated to meet demands of lithographers and platemakers. Surface takes pencil marks well, affords excellent tape release. Translucent to ordinary light, but blocks light rays effectively.

METALLIC

Highly decorative, brilliant appearing grades in a variety of colors. Comparable to colored aluminum foils at far less cost. Major uses include box and gift wraps, tire wrap and countless packaging applications.

PRESSURE SENSITIVE BASE PAPER

Used as facing material for pressure sensitive tape and labels. Coatings are white, colored; absorbent, nonabsorbent; barriers, or tie coats. Base papers include latex saturated, light and heavy weights.

RELEASE

Nonadhering papers made with a wide combination of release coatings and base papers. These papers are used in numerous industries for pressure sensitive labels and tapes, and production of high pressure laminates.

TAGBOARD

Coated one or two sides — water resistant, metallics, duplex colors — on manila, bleached kraft and rope papers. Accepts liquid or gelatin duplicating. Meets standards of Tag and Label Manufacturers Institute.

THERMAL REFLECTIVE

Aluminum coated, high uniform reflectivity. Coated on one side, it is an insulation batt "breather sheet". Coated two sides, it is used alone as sheathing. Thermal reflective paper is regular, or flame resistant.

Examples of Other Diversified Coated Specialties

Blotter Lining
Bond and Ledger
Carbonizing Bond
Chalk Markable Paper
Clock Dial Paper
Drawing Board Cover

Gift Wrap
Greeting Card Paper
Kraft Papers
Recorder Paper
Record Label
Showcard Paper

Tablet Cover
Tag and Ticket Paper
Tire Wrap
Transformer Paper
Wallpaper
Window Shade Paper

PRODUCED BY BOTH AQUEOUS AND SOLVENT COATING

Appleton specialty papers are produced under strict quality controls by two methods of coating.

Aqueous coating, long-used to produce established lines of Appleton specialties, is continually updated to produce an array of new products.

Solvent coating permits Appleton to supply you with today's — and tomorrow's — broad range of

plastics applicable to functional papers. Up-to-date facilities enable Appleton to use plastics which can be handled only, or best, by a solvent system of coating.

Creative personnel are trained to apply Appleton's research facilities to your problem — to design decorative, functional, or custom coated specialty papers to meet your most diverse industrial requirements.



DISTRIBUTED BY

APPLETON COATED PAPER COMPANY
APPLETON, WISCONSIN

PAPERS BY

Appleton

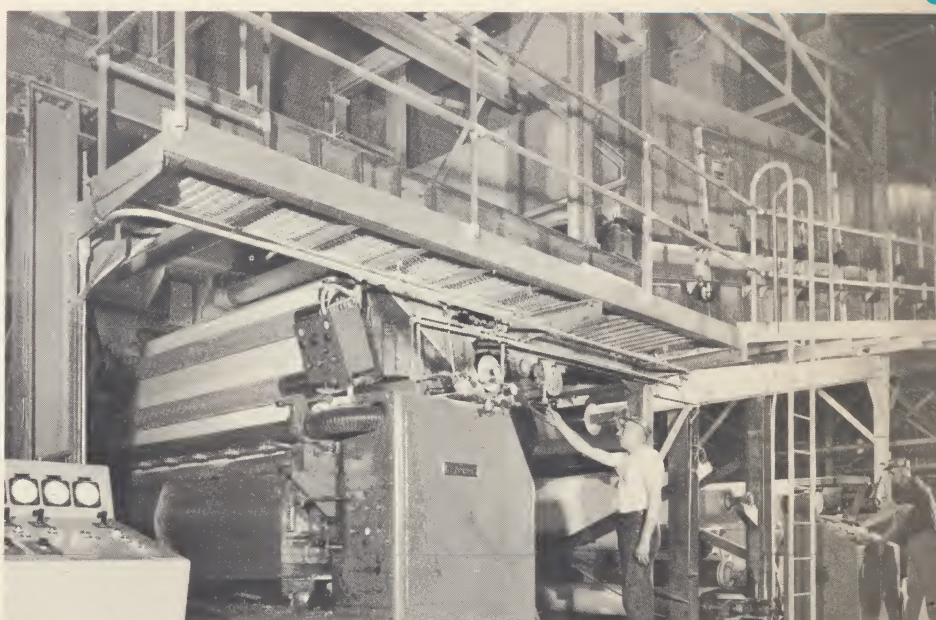


Preparation



Preparing specialty coatings necessarily requires modern equipment, such as this attritor to grind coating.

Coating



Electronically controlled, precision coaters, such as this giant in the industry, are operated by Appleton in production of standard and custom-coated specialty grades.

Quality Control



Technicians exercise rigid quality control, checking product standards in round-the-clock testing stations.

Research & Development

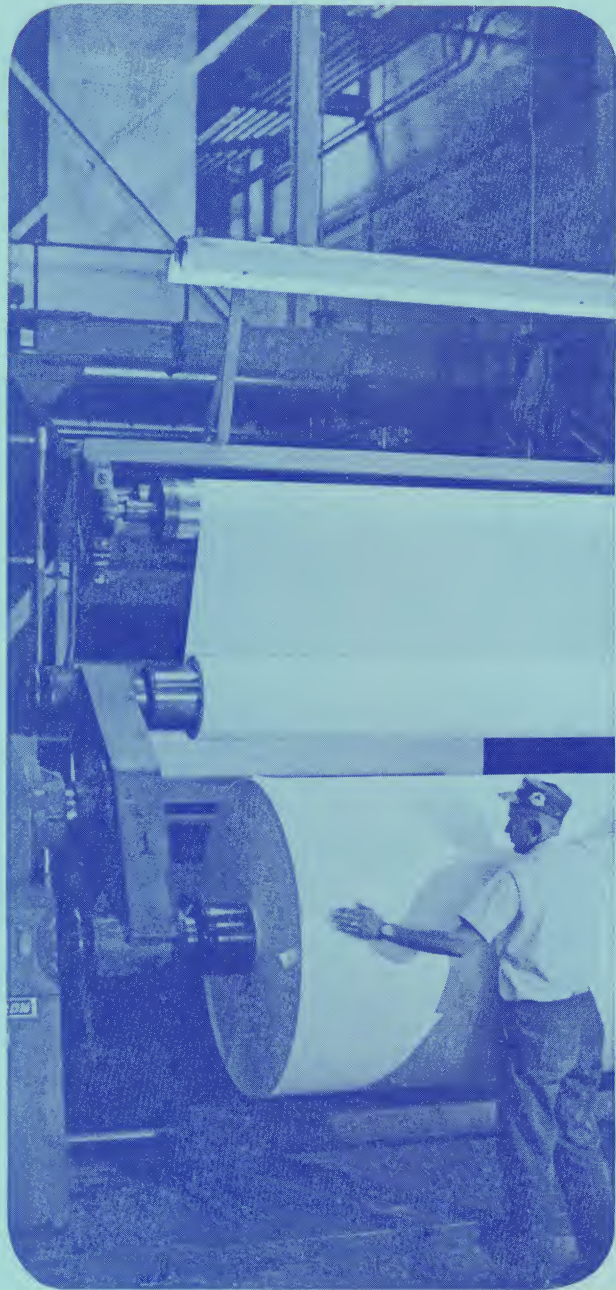


From test tube to finished product, research and development personnel are vitally concerned with creation of custom-coated products to meet unique needs of industry.



APPLETON COATED PAPER COMPANY
APPLETON, WISCONSIN





**CAPSULE
INFORMATION
SERIES
No. 1**

Age alone does not make a company great. But, if a company has survived — and grown — in the competitive business world over a period of years, it indicates suc-

cess. And, to be successful, the company must satisfy its customers.

Appleton Coated has served printing and paper specialty markets since 1907 by producing quality coated papers.

It engages solely in “off the machine” coating, imparting functional and decorative coatings to a variety of grades of raw paper. Using specially designed coating machines, Appleton applies a virtually limitless number of coating formulations to meet specific customer requirements.

Coating at Appleton means specialization and strict quality control. Coating is Appleton’s business — its entire business.

Left, in Appleton’s modern aqueous coating plant, operator checks roll of paper that has just been coated.



**APPLETON COATED
PAPER COMPANY
APPLETON, WISCONSIN**

Printed in U.S.A. on WOODBINE Duplex Coated Bristol, Turquoise and India. INK: PMS REFLEX BLUE



APPLETON COATED
PAPER COMPANY

Appleton • Wisconsin 54910

December 21, 1966

Nelson
Systems Consultant
P. O. Box 1546
Poughkeepsie, New York 12603

Dear Mr. Nelson:

RE: Industrial Research

Thank you for your inquiry concerning Appleton Release Paper.

Appleton Coated manufactures standard grades of release papers that are "proven in production." Produced in rolls and sheets, they represent the highest degree of quality and consistency of any release papers on the market today. Samples of our standard grades are enclosed. Additional samples and prices are available upon request.

In addition to standard grades, we also have other grades of release papers in various stages of research and product development. Appleton Coated, being an experienced custom-coater, would welcome the opportunity of working with you in an attempt to fill your needs if they are of a specialized nature.

Enclosed is a Customer Assistance Data sheet that we request you to complete and return so we may be of maximum help to you.

We shall look forward to learning of your particular requirements and discussing them with you.

Yours very truly,

APPLETON COATED PAPER COMPANY

C. W. Wegner
dw

CWegner
dw

Enclosures

RELEASE PAPER CUSTOMER ASSISTANCE DATA

APPLETON COATED PAPER COMPANY
825 E. Wisconsin Ave., Box 348
Appleton, Wis. 54911 414-734-9841

Your answers to the following questions will guide Appleton Coated in answering your needs. Thank you for your cooperation.

1. Are you now using release papers? Yes _____ No _____

2. For what end product do you use release papers? Be as specific as possible.

3. What are your release paper requirements?

_____ lbs./quarter or _____ sq. ft/quarter

4. Do you prefer to purchase release paper ---

In Rolls? _____

In Sheets? _____

Length. _____

Length. _____

Width _____

Width _____

Core Requirements . . _____

Grain: Long _____ Short _____

5. If release paper is used against a pressure sensitive adhesive, broadly describe the major elastomer bases from which the paper must release.

If release paper is used against material other than pressure sensitive adhesive (i.e. casting resins, bonding adhesives, foods, etc.), broadly describe the application.

6. So we may better serve you, please send us a sample of ---

A. The end use to which you put release paper.

B. The liquid pressure sensitive adhesive, or other material, you use.

7. Additional comments:

Return to
C. W. Wegner
(Above address)

From

(Name of Firm)

(Street Address or Box Number)

(City) (State) (Zip)

(Name of Person Responding)

(Title)

APPLETON COATED PAPER COMPANY
Appleton Wisconsin

October 1, 1966
(This cancels price list
Dated June 1, 1965.)

Price List
APPLETON RELEASE PAPER

RELEASE PAPER NO.

BASE PAPER TYPE

001
201

Clay Coated Kraft
Semi Bleached Supercalendered Kraft

QUANTITY	#001			#201		
	BASIS 50#	BASIS 78#		BASIS 40#	BASIS 70#	
	\$/Cwt.	\$/Cwt.	\$/MSY	\$/Cwt.	\$/Cwt.	\$/MSY
1M - 2M lbs.	\$47.70	\$42.00	\$71.55	\$62.50	\$52.50	\$110.25
2M - 5M lbs.	45.70	40.00	68.55	57.50	48.50	101.85
5M - 10M lbs.	44.20	38.50	66.30	53.50	45.00	94.50
10M - 20M lbs.	43.20	37.50	64.80	50.50	42.50	89.25
20M - 40M lbs.	42.20	36.50	63.30	47.50	40.00	84.00
40M - 80M lbs.	41.20	35.50	61.80	44.50	37.50	78.75
80M lbs. and over	40.20	34.50	60.30	41.50	35.00	73.50

NOTE: All basis weights refer to 24" x 36" - 500.

TERMS: F.O.B. mill, less carload freight, less 2% 20 days, net 21 days.

ROLL WIDTH:

18" to 63"
Add \$1.00/cwt. for 12" - 18"
Add \$2.00/cwt. for 6" - 12"

ROLL DIAMETER:

22" standard
Add \$0.50/cwt. for 15" - 22"
Add \$0.75/cwt. for 10" - 15"

ZONE DIFFERENTIAL:

Above prices apply to Zone 1.
Add \$0.40/cwt. for Zone 2.
Add \$0.75/cwt. for Zone 3.
Add \$1.30/cwt. for Zone 4



**APPLETON
COATED PAPER
COMPANY**

APPLETON • WISCONSIN

GRADE:

#001 Appleton
Release Paper

BASIS:

50# (24 x 36-500)

COLOR:



**APPLETON
COATED PAPER
COMPANY**

APPLETON • WISCONSIN

GRADE: #001 Appleton
Release Paper

BASIS: 78# (24 x 36-500)

COLOR:



**APPLETON
COATED PAPER
COMPANY**

APPLETON • WISCONSIN

GRADE: #201 Appleton
Release Paper

BASIS: 40# (24 x 36-500)

COLOR:



**APPLETON
COATED PAPER
COMPANY**

APPLETON • WISCONSIN

GRADE: #201 Appleton
Release Paper

BASIS: 70#(24 x 36-500

COLOR: